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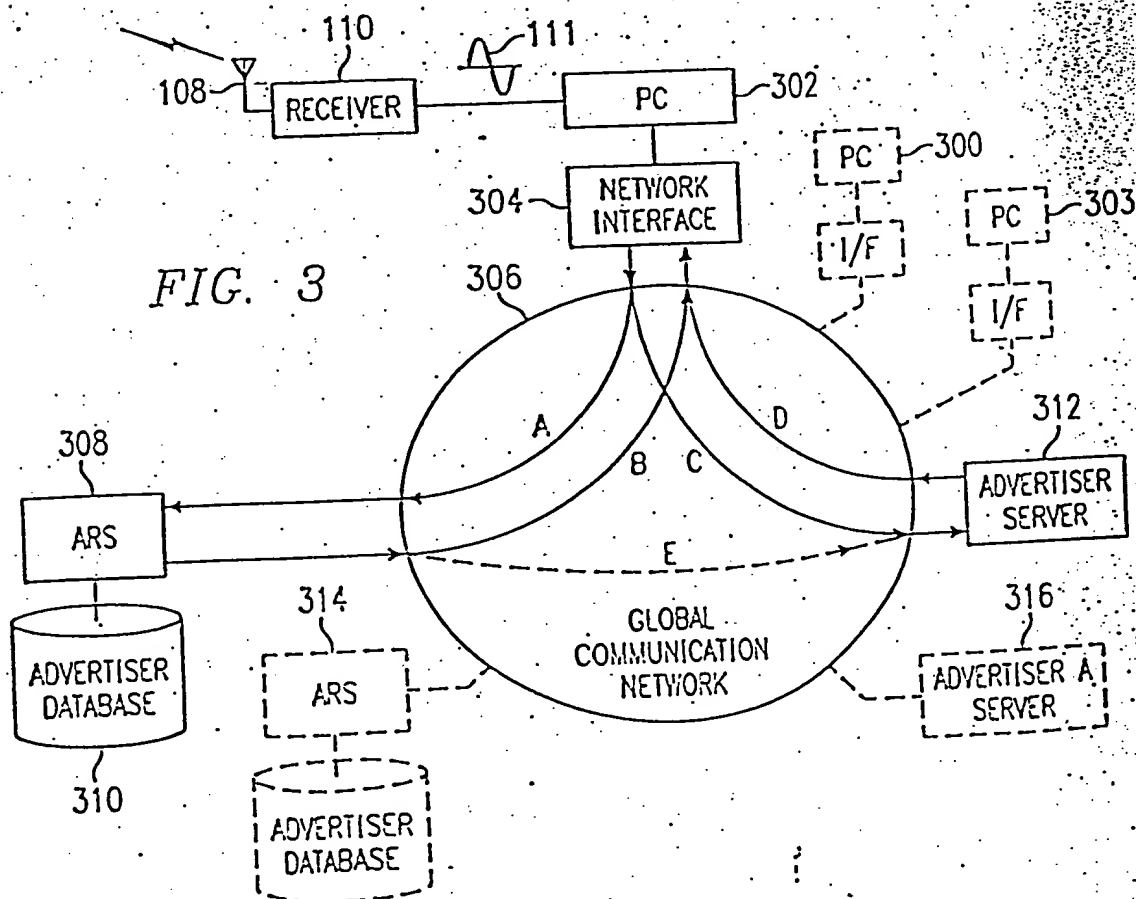
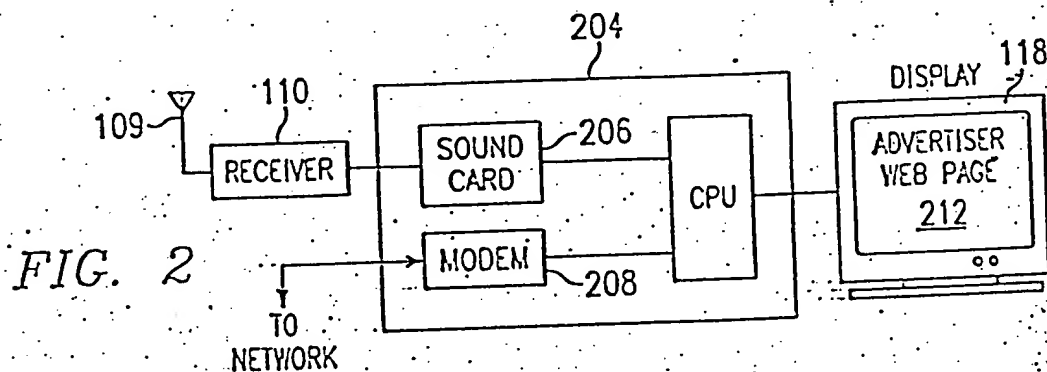
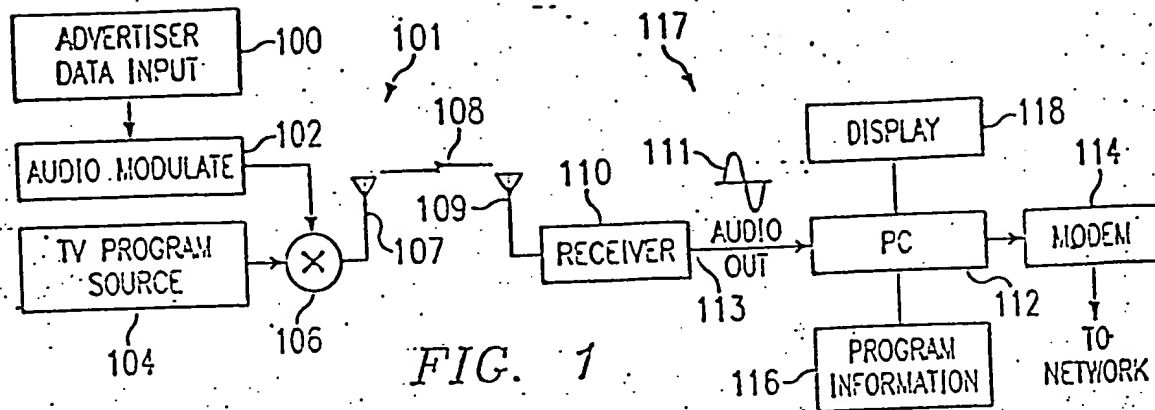
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PHLY-27, 533

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

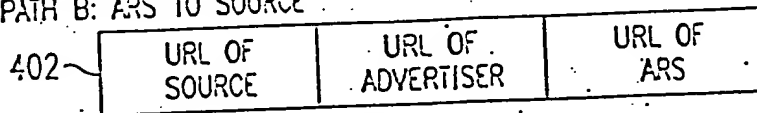


FIG. 4b

PATH C: SOURCE TO ADVERTISER

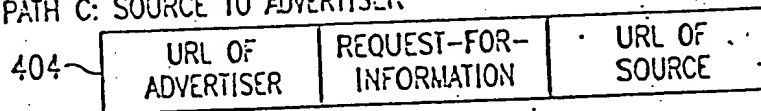


FIG. 4c

PATH D: ADVERTISER TO SOURCE

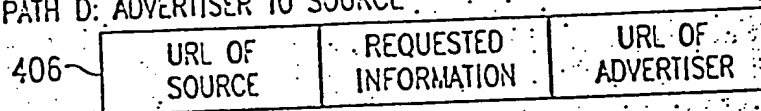


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

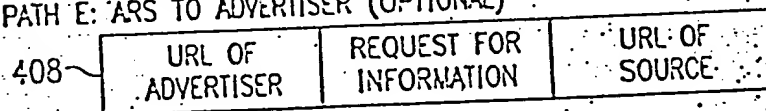


FIG. 4e

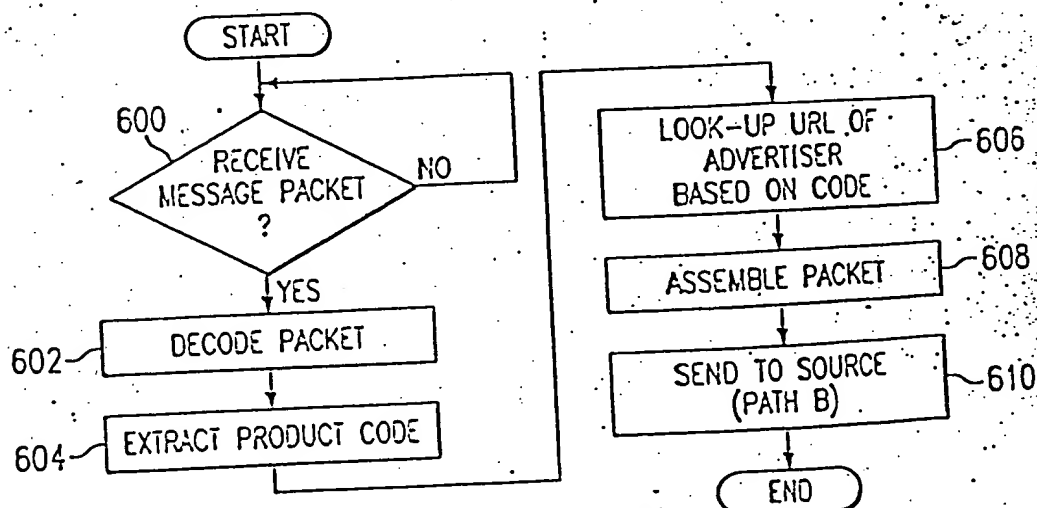


FIG. 6

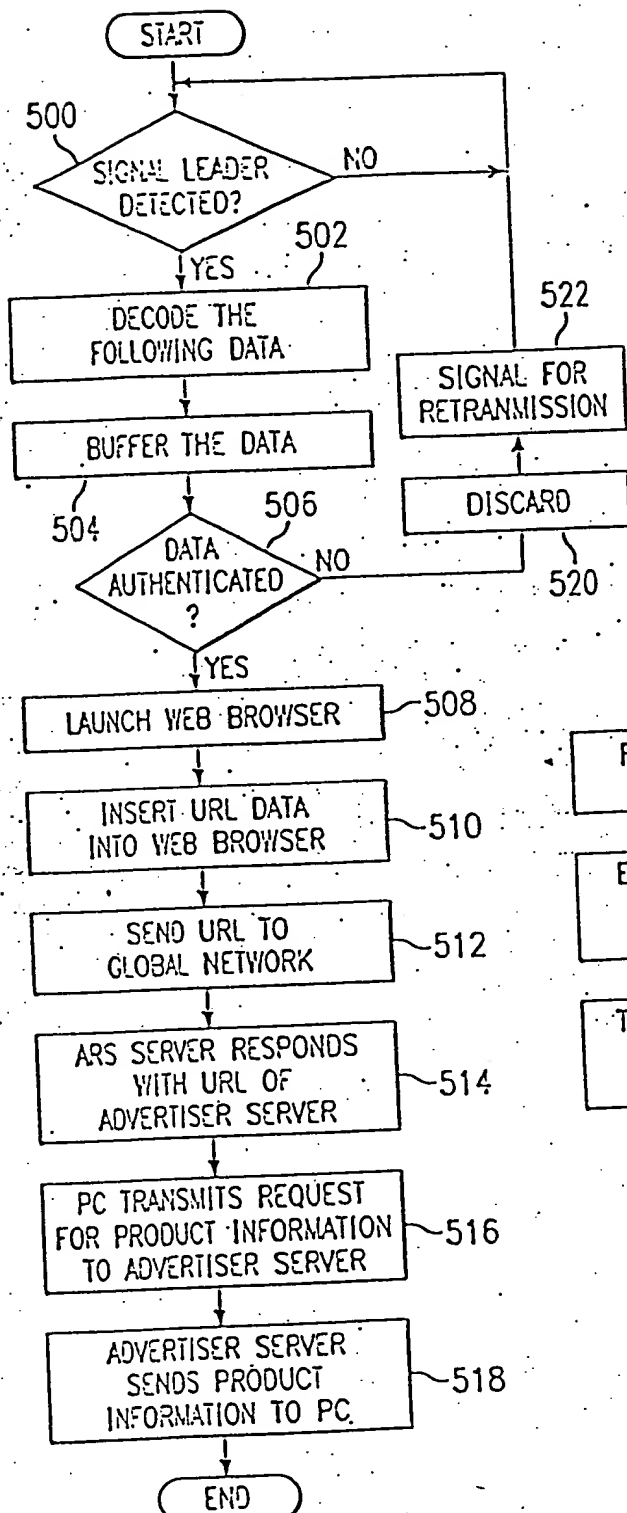


FIG. 5

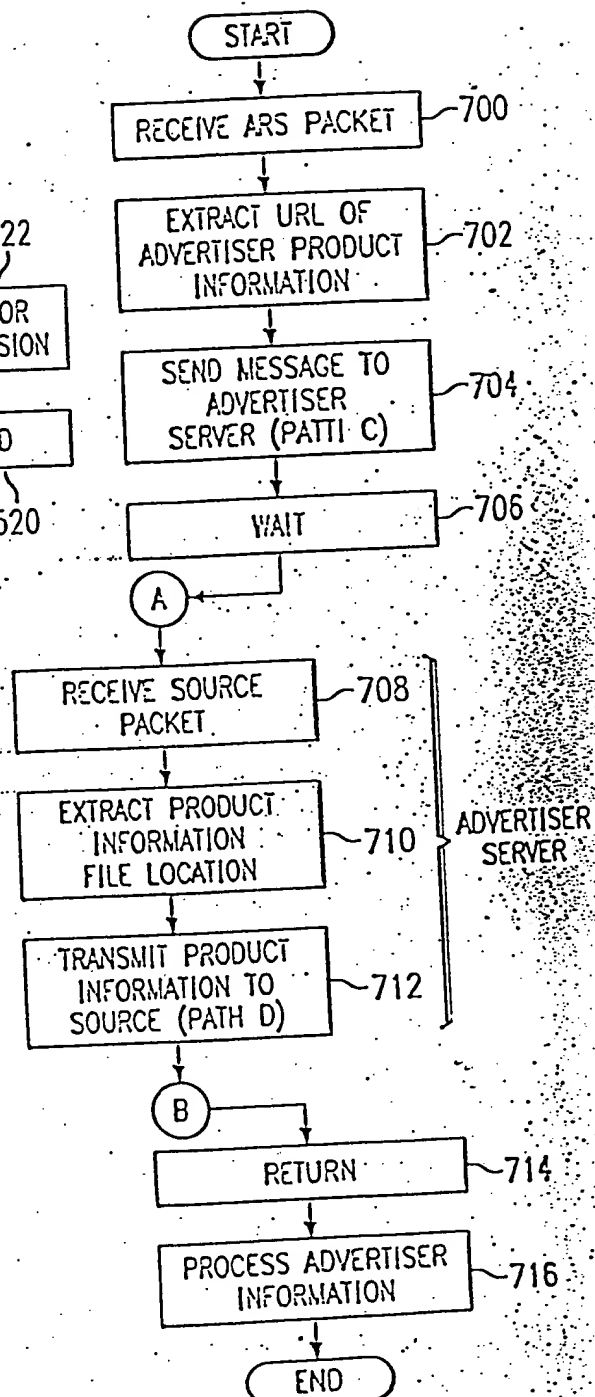


FIG. 7

738

DISPLAY

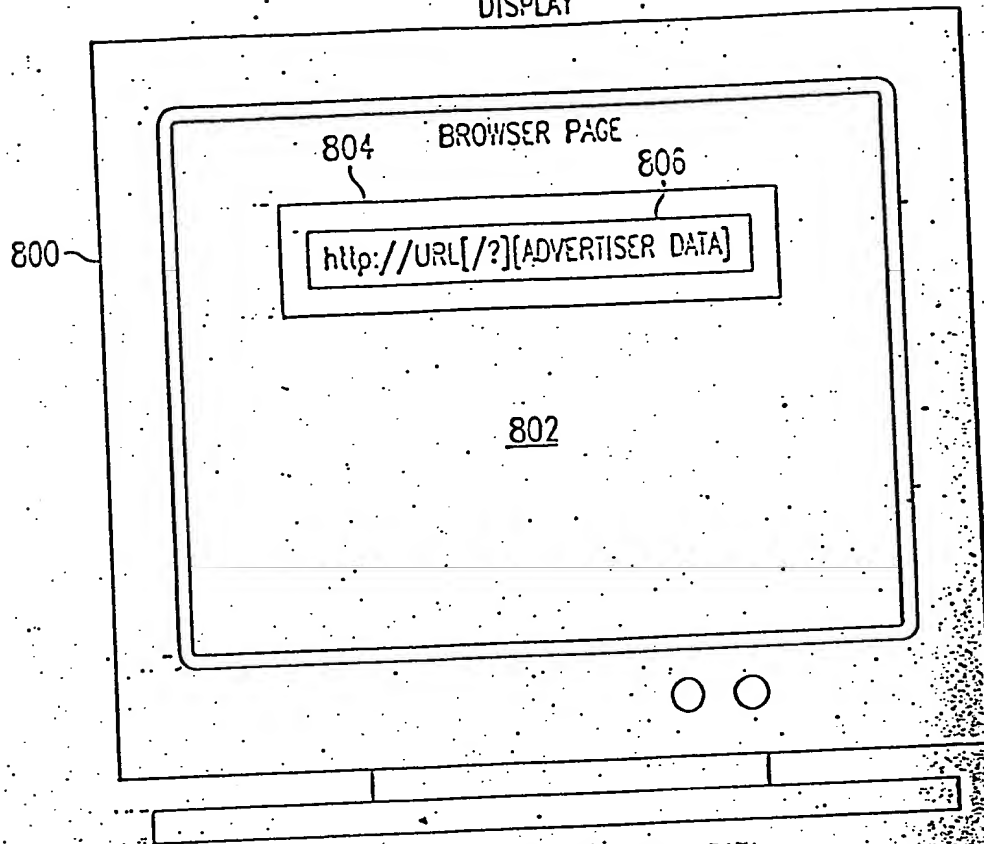


FIG. 8

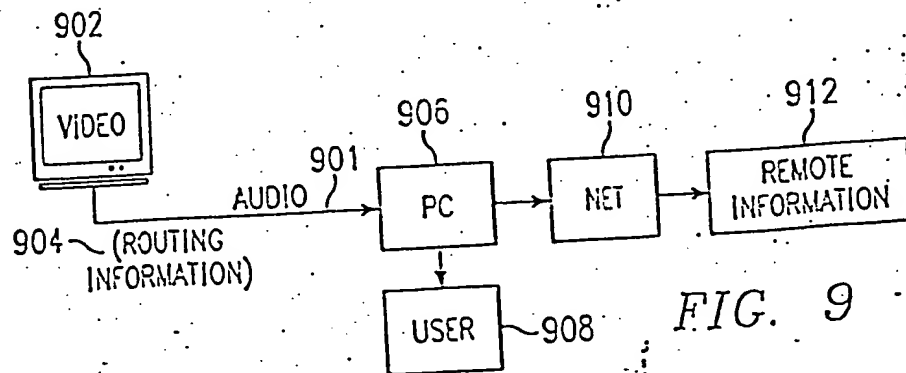
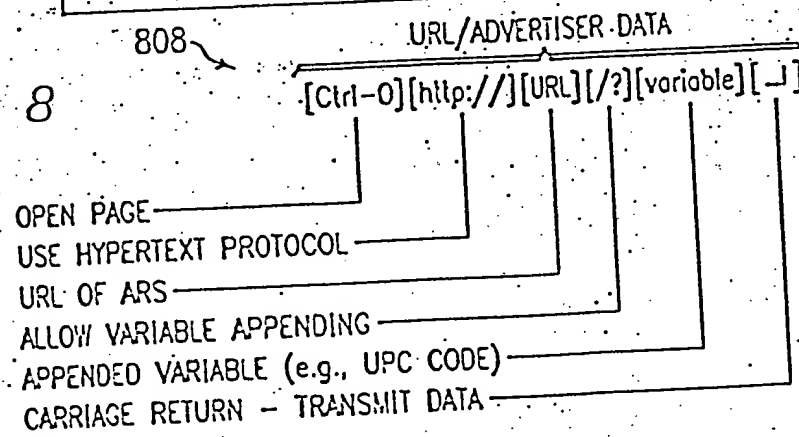
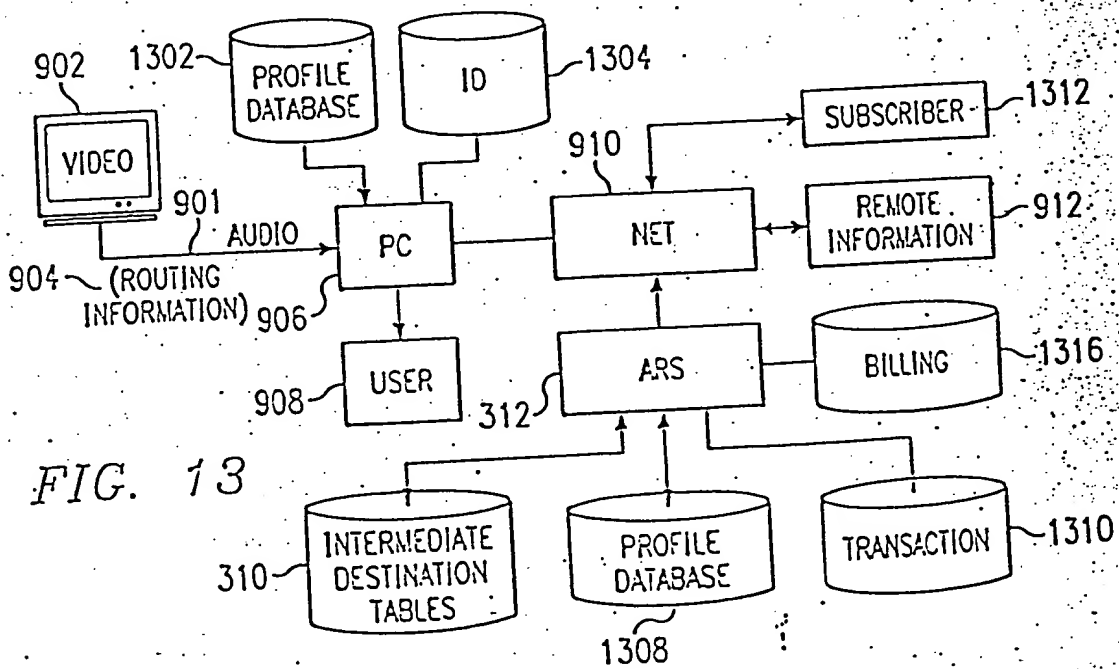
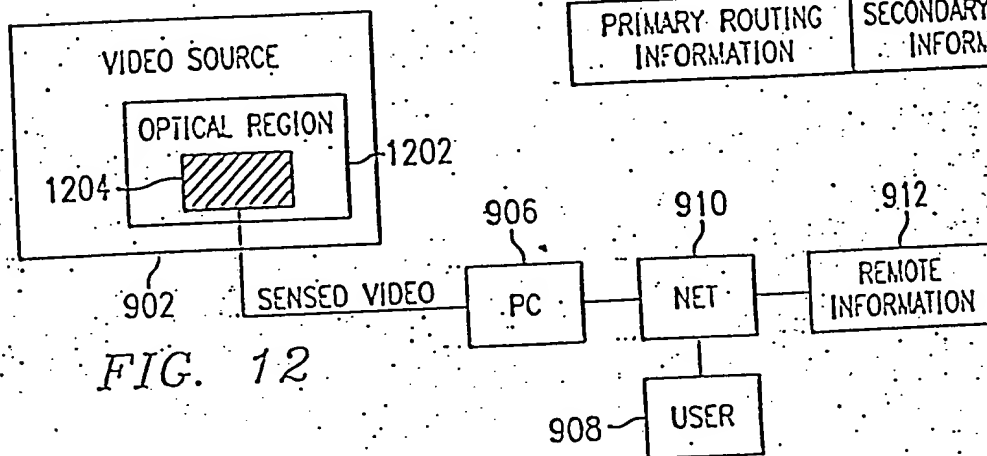
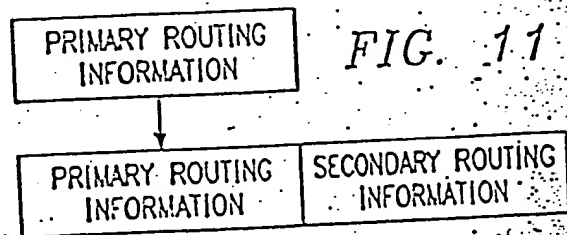
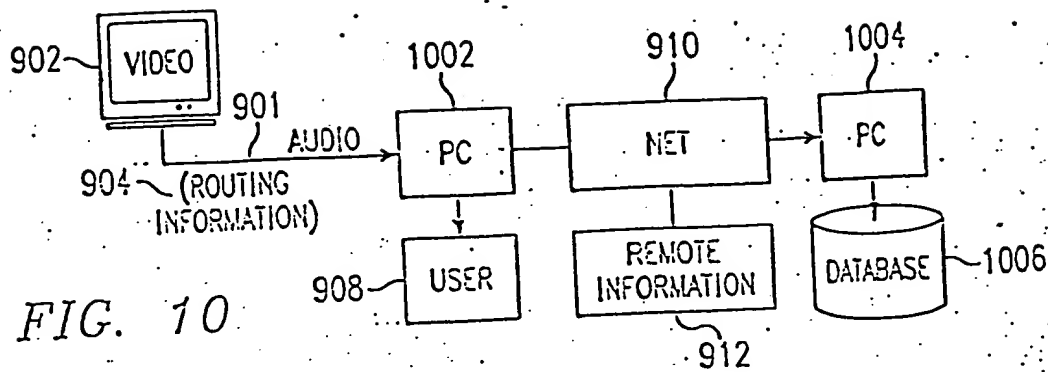
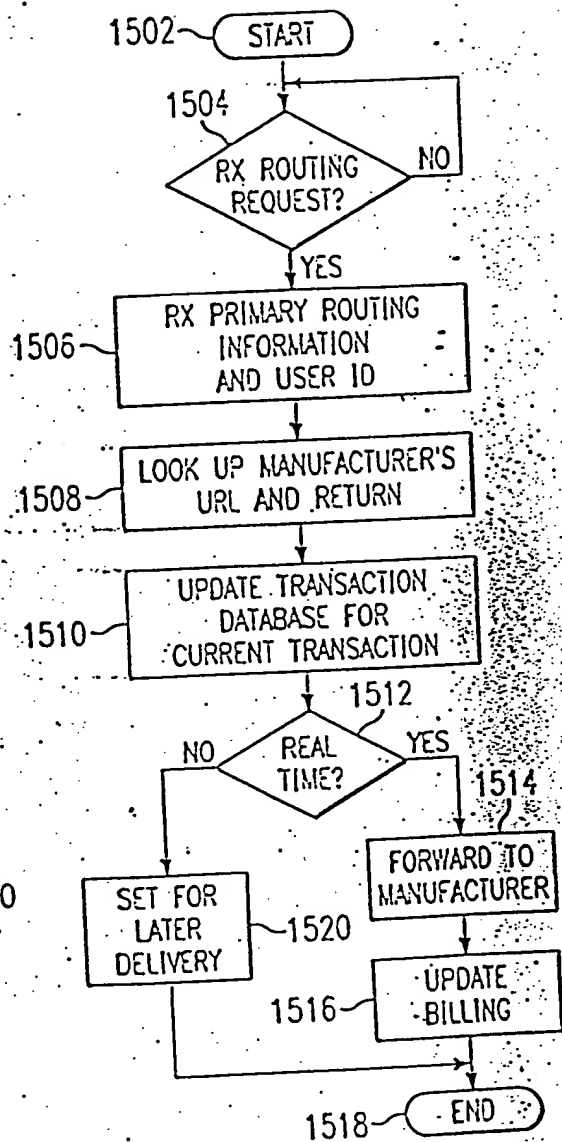
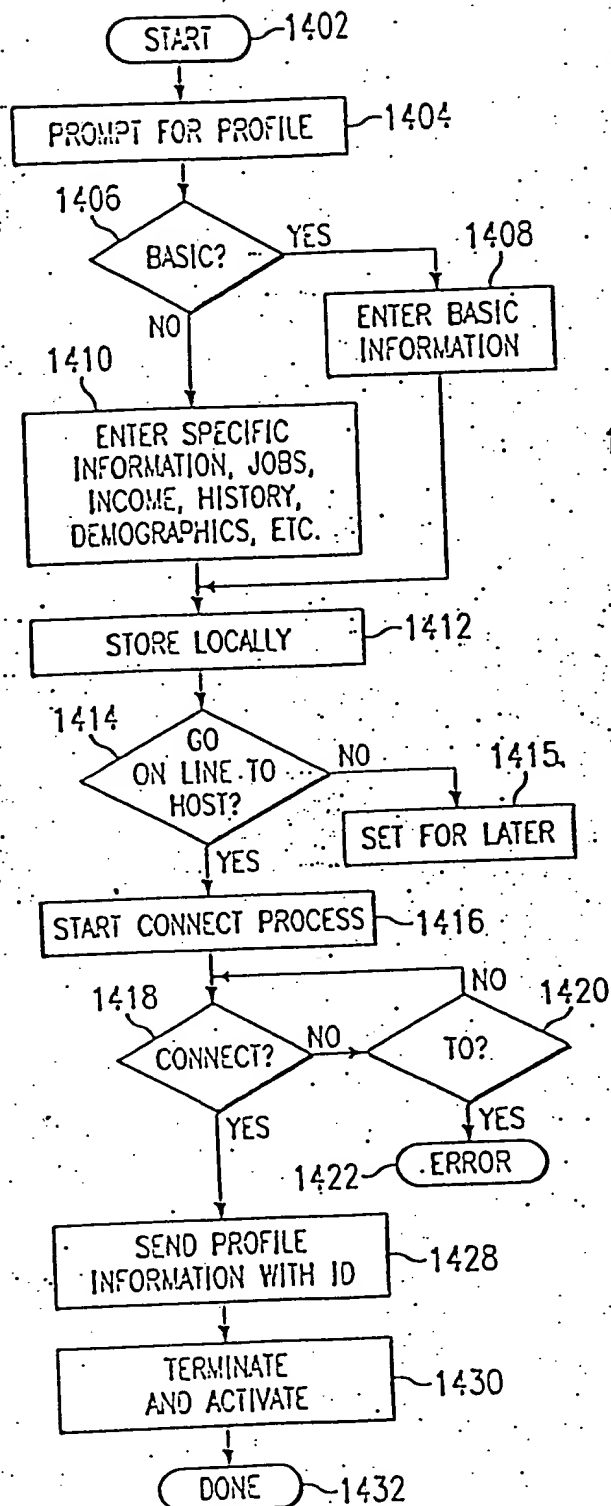


FIG. 9





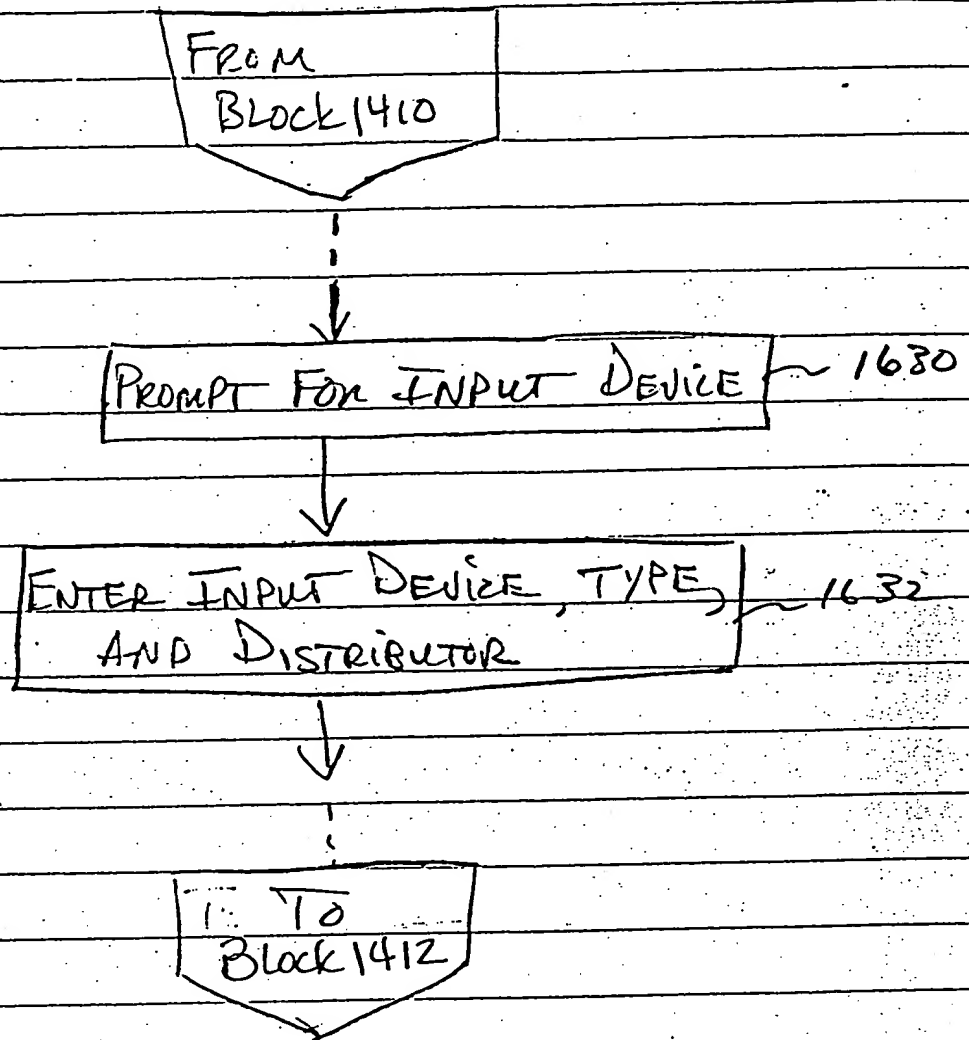


FIG. 16a



FIG. 16

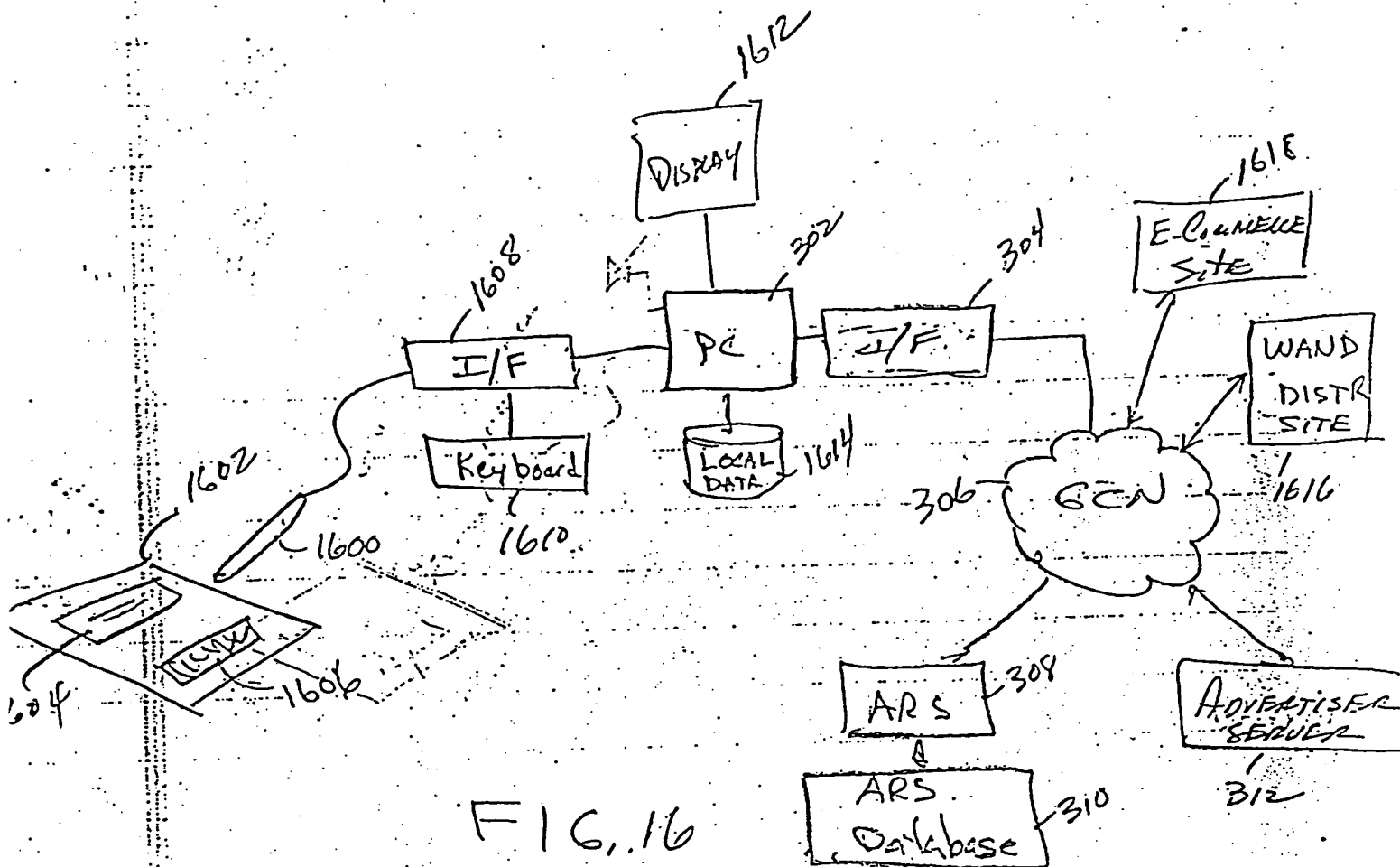


FIG. 16

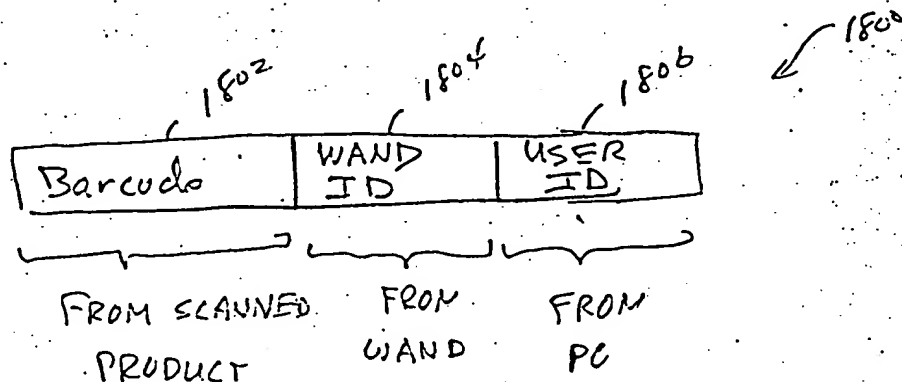


FIG. 18

733

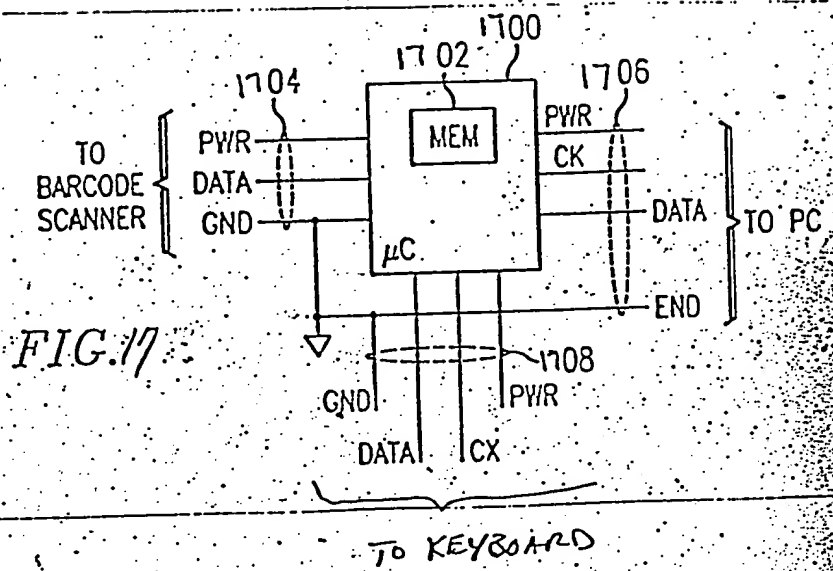


FIG. 17

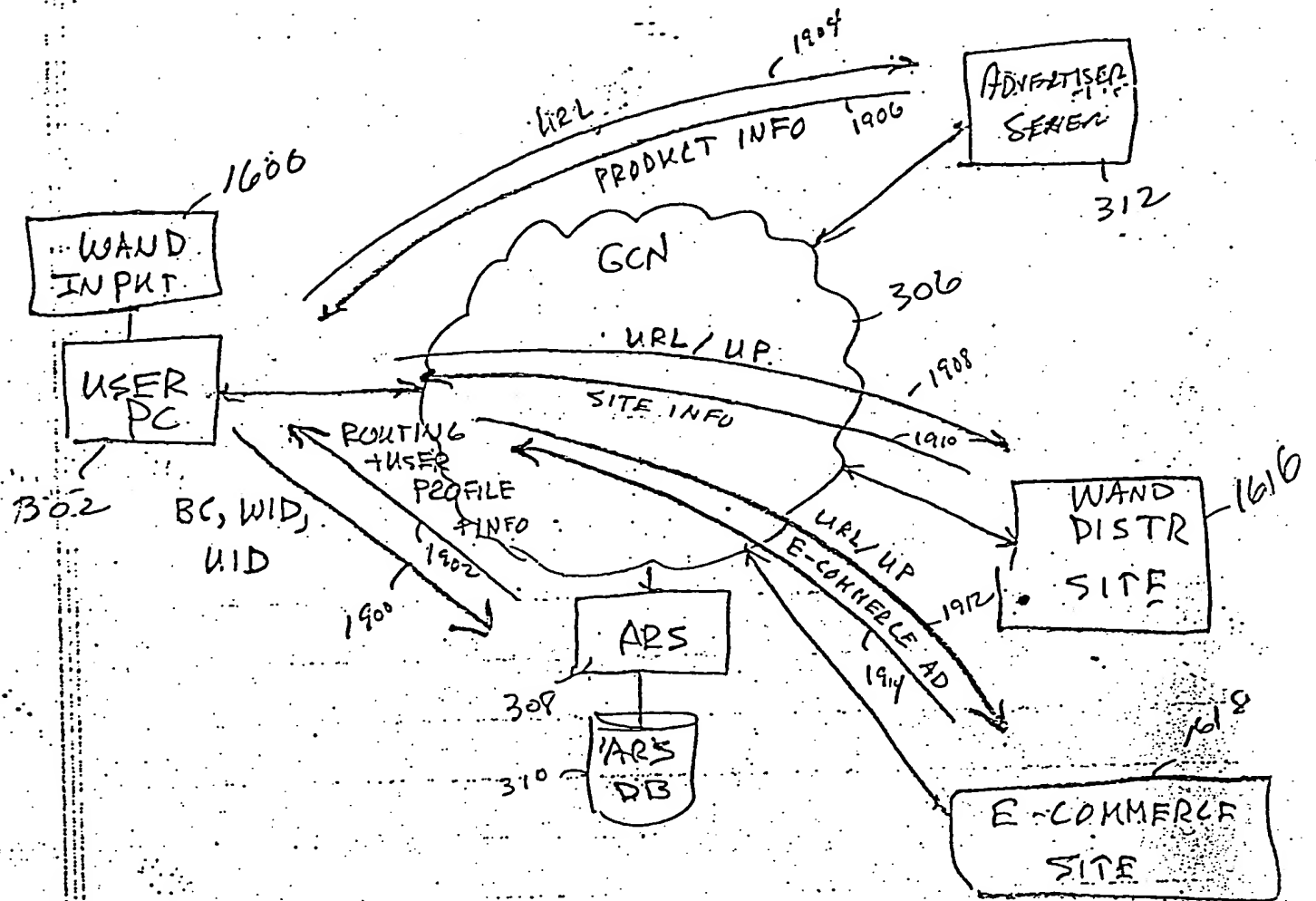
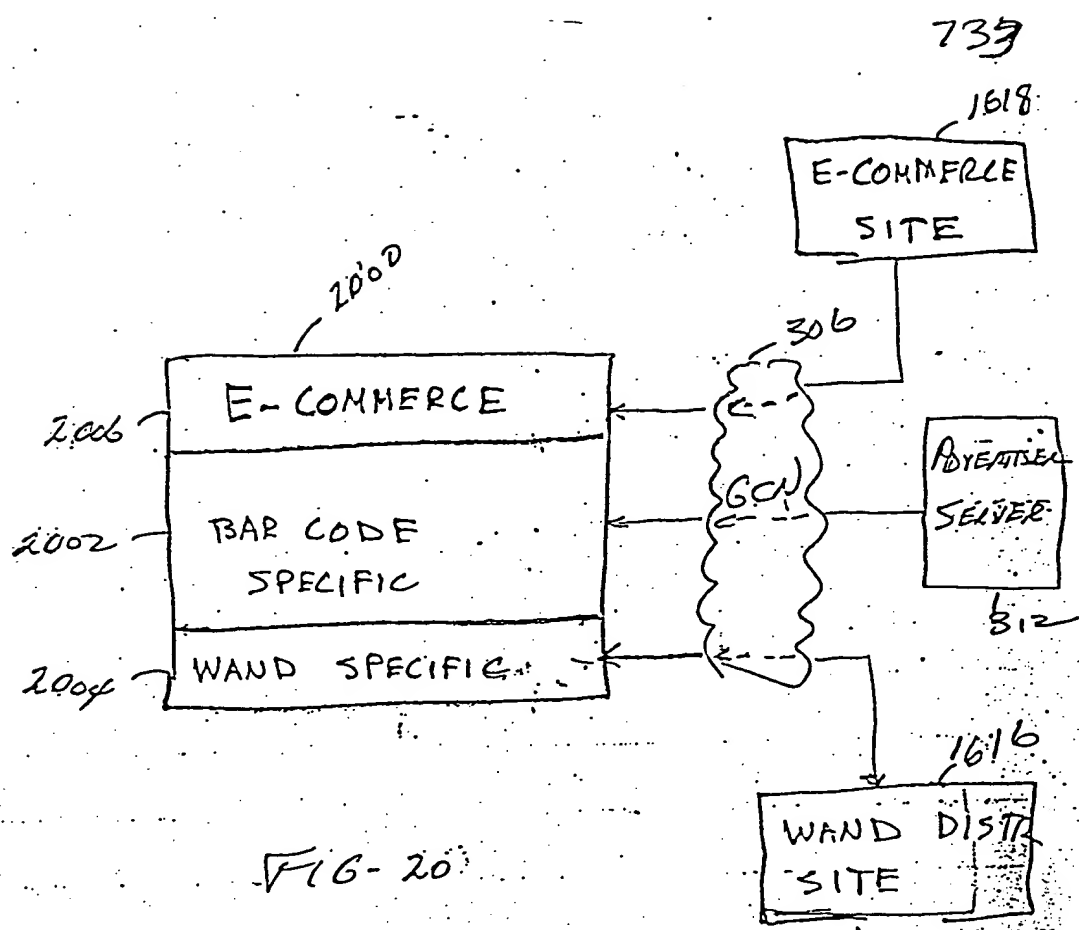


FIG. 19



2100

2102 PRODUCT		2104 WAND		2106 USER		2108 E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO	

ARS DATABASE

FIG-21

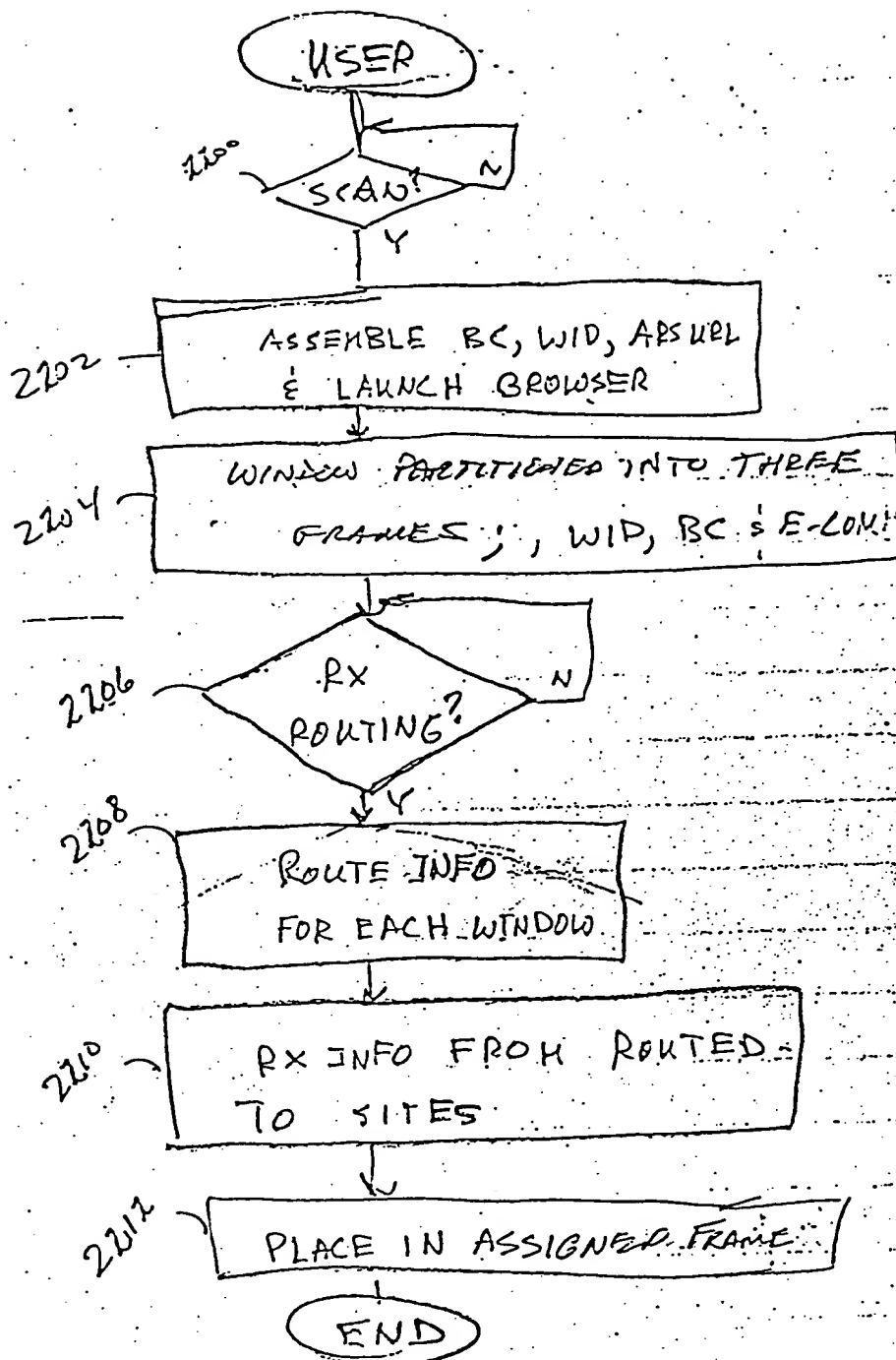


FIG-22

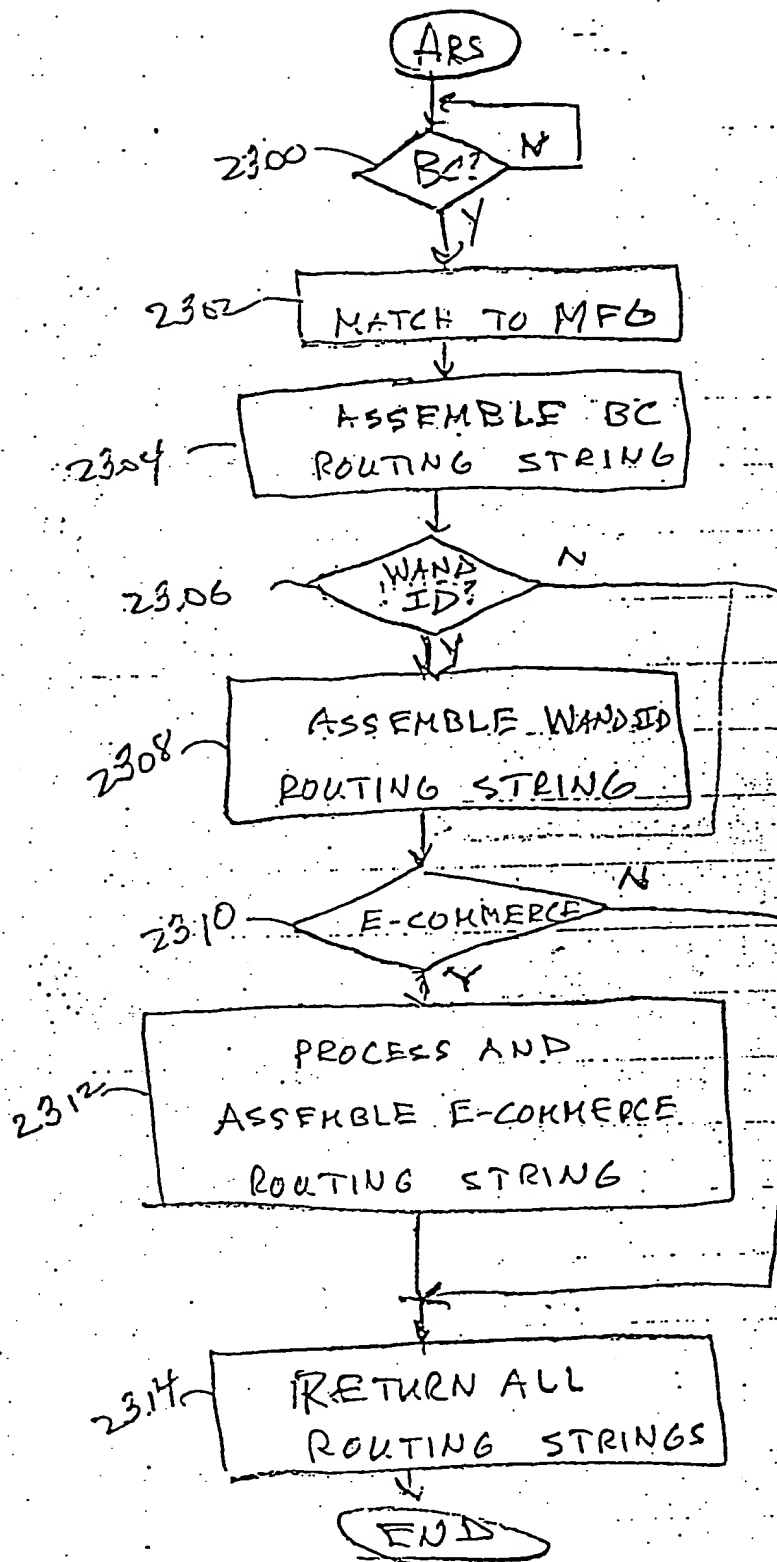


FIG. 23

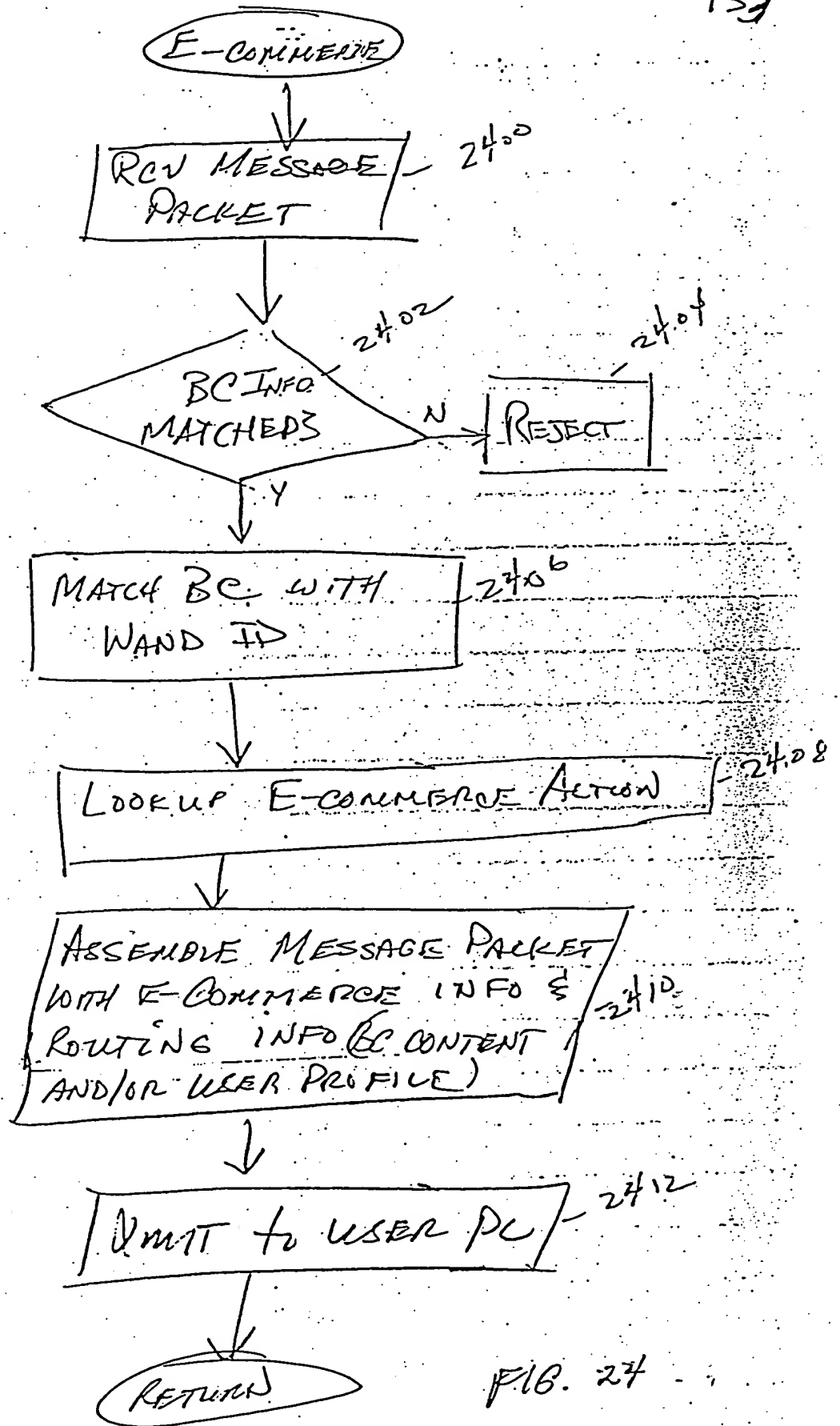


FIG. 24

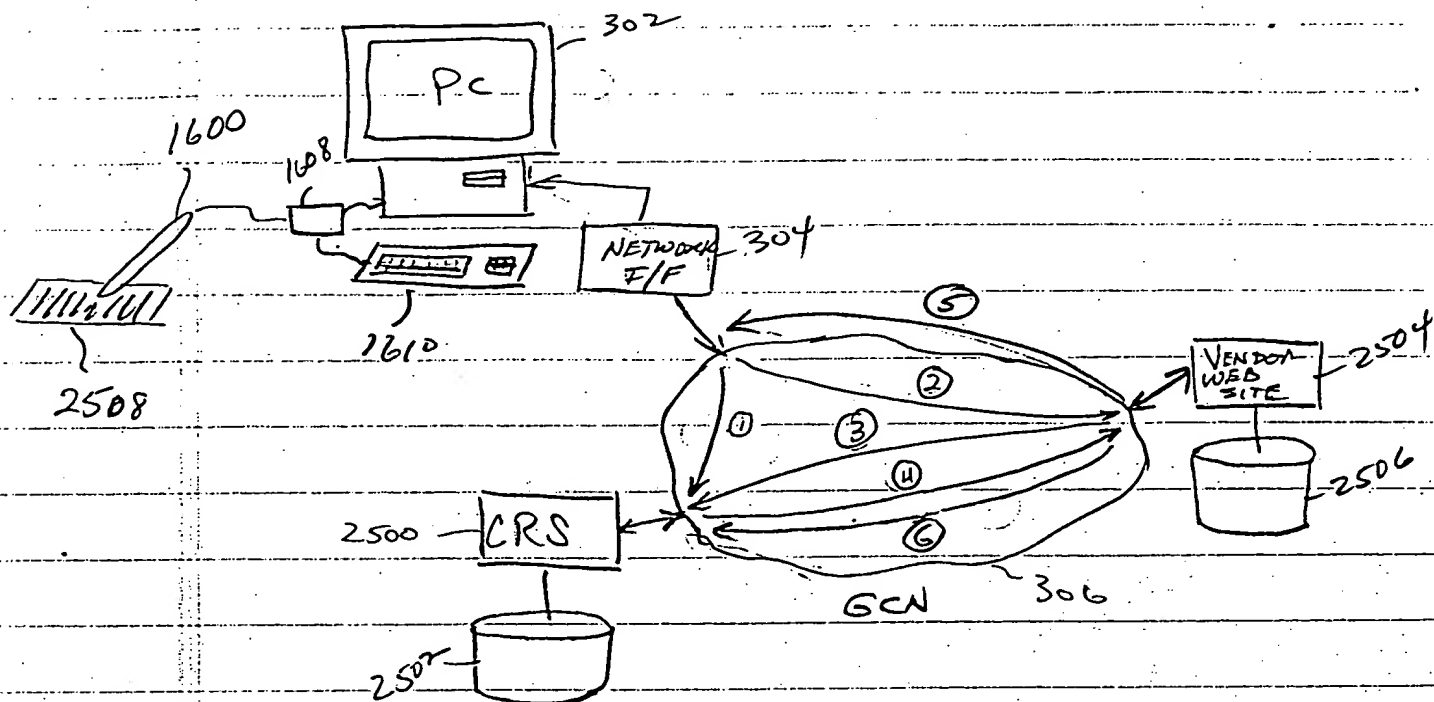


FIG. 25



F 4-24,733

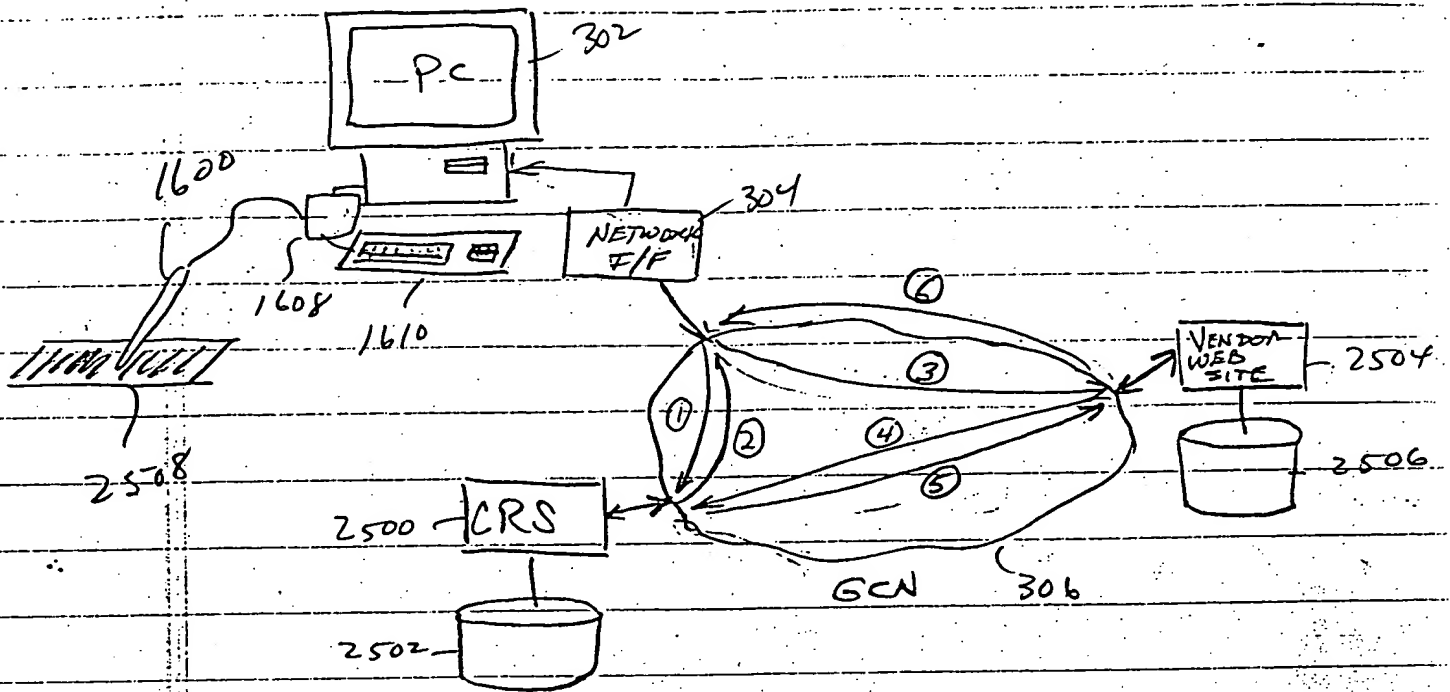


FIG. 2b

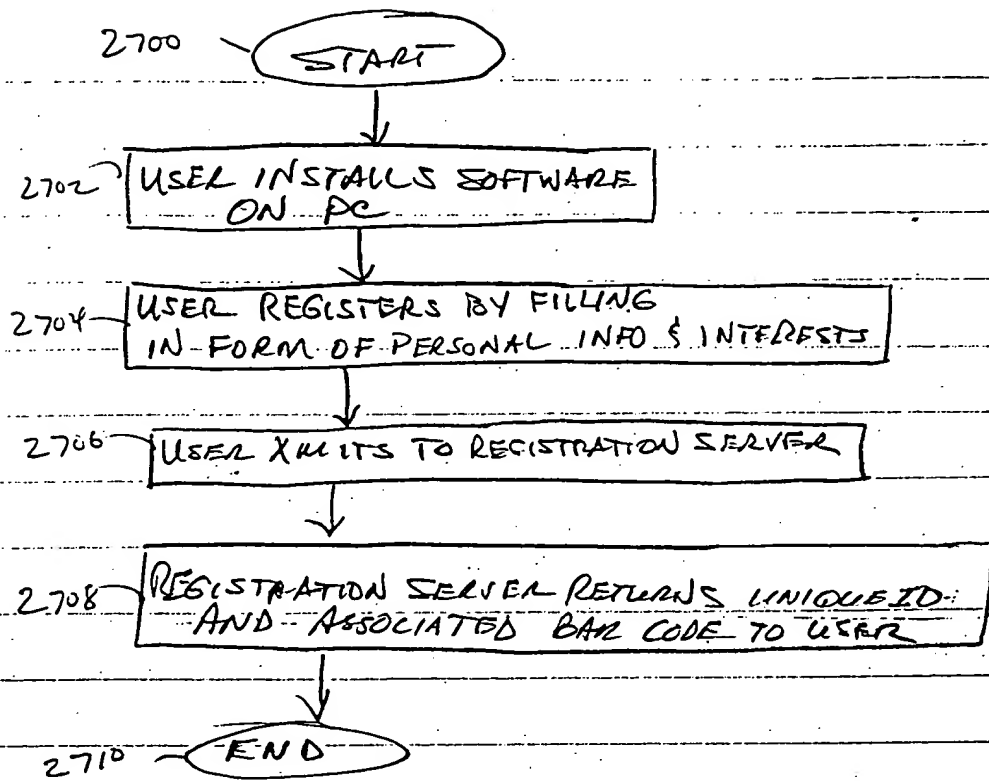


FIG. 27

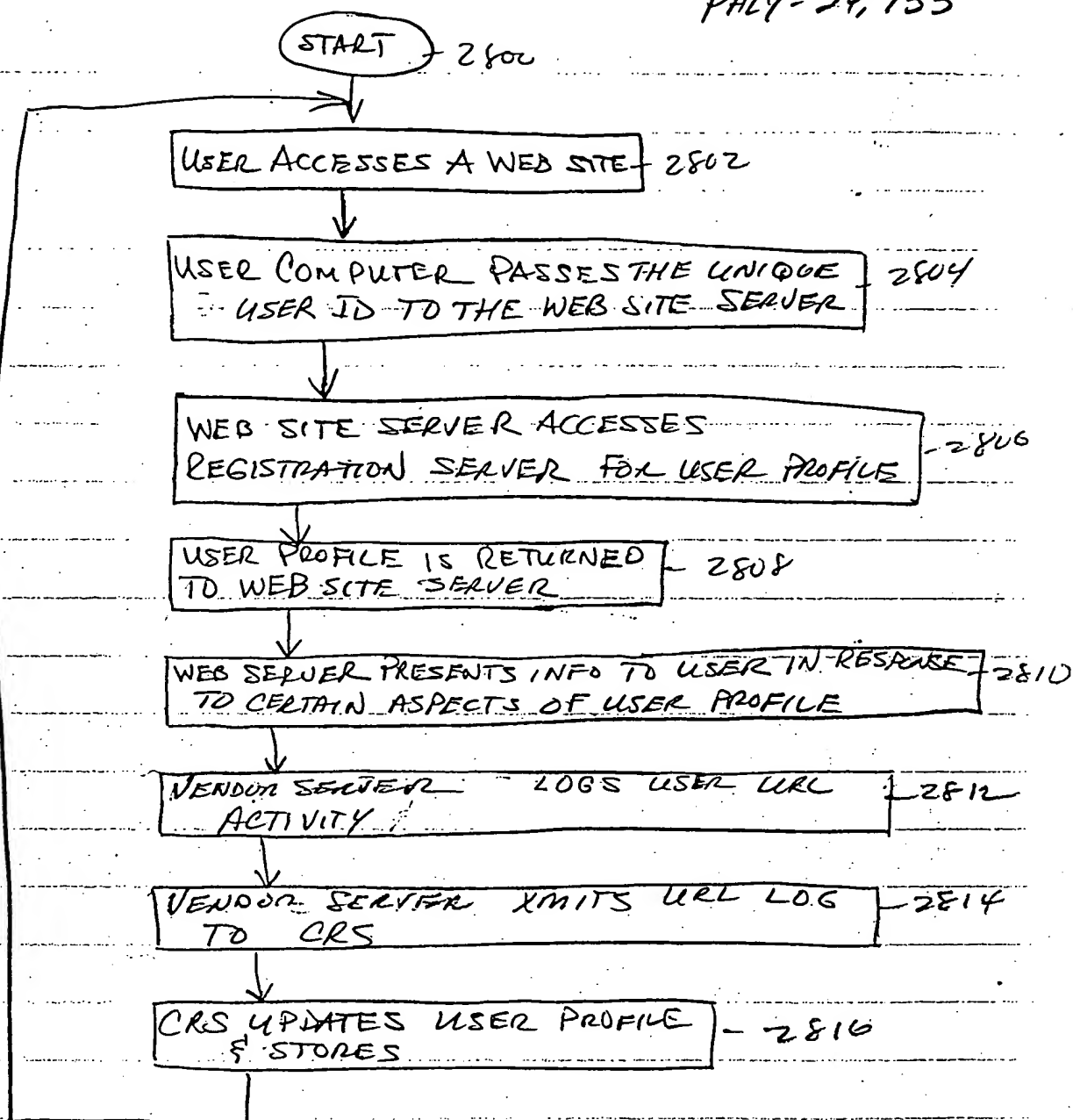


FIG. 28